LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1057 – "MILD RECESSION" – Req. No. 61444 – Page – (8¾ x 11⅛ inches) – 4/C Bleed – National (Other) Magazines, 1980 (A)
Printed in U.S.A.

Mild recession.
Finally! Good news about a recession. The one at the end of our cigarette, that is.
Our famous recessed filter keeps your lips from touching the tar that builds up on the tip.
Flush filters can't do that.
That's why Parliament Lights are so tastefully light.
And that makes this recession very easy to enjoy.
Available in Soft Pack, Box and 100's.
Parliament
Lights
Only Parliament Lights has the famous recessed filter.
Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061192197

Source: https://www.industrydocuments.ucsf.edu/docs/hzfp0003

2061192197